BOOKED & BROKE?

Stop Running a Busy-Ass Salon with Broke-Ass Marketing

Baddhare Alliance

Rhysa Anderson

Abbie Brown

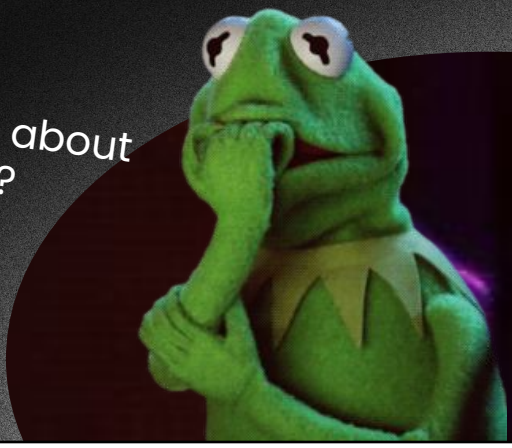
baddharealliance.com @baddharealliance 843-267-3138

REAL TALK.

Fully booked?

Still stressed about money?

Wondering where it's all going?



WORKING HARDER
WASN'T THE ANSWER.

Moms | 2 Business | No Extra Time | Needed smarter Strategy

"You need more clients."

NO YOU DON'T.

YOU NEED:

- Better clients
- Better spending
- Better retention

KAREN

- Complains
- No retail
- No prebook
- Cheap energy

VS

BADDASS BECKY

- Trusts expertise
- Buys retail
- Says yes to add-ons
- Prebooks consistently

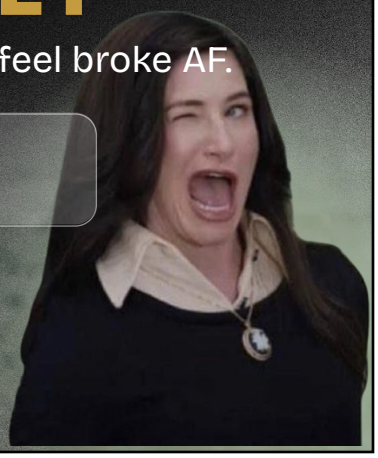
AST + FOV

These two numbers will make or break your business.

AST = AVERAGE SERVICE TICKET

Where you're leaving money... and why you feel broke AF.

The money is in maximizing the visit.



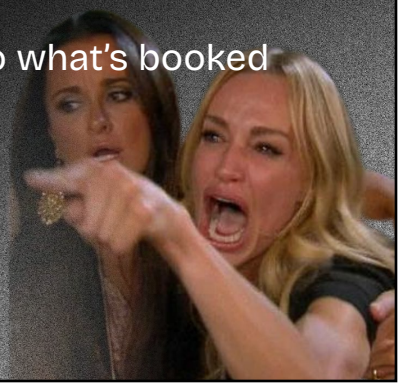
ORDER TAKER vs BADDASS STYLIST

DO

- Recommend add-ons
- Showcase treatments
- Use booking add-ons
- Complimentary upgrades

DON'T

- Discount basic services
- Only do what's booked



15 CLIENTS/ WEEK $90 AST

$1,350/week

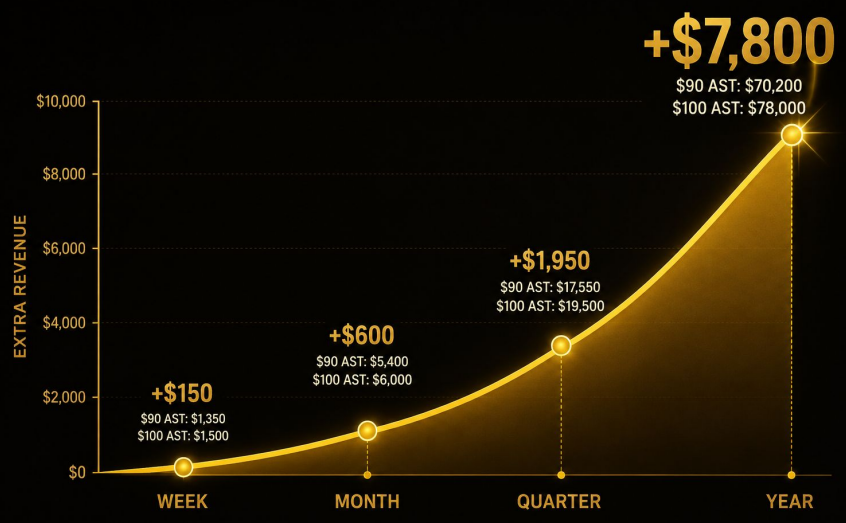
Increase AST to **$100**

15 CLIENTS/ WEEK $100 AST

$1,500/week

+$150/week

+$10 AST = BIG DIFFERENCE



FOV= FREQUENCY OF VISIT

You don’t need more people. You need your people more often.

100 CLIENTS $100 AST
3 VISITS/YEAR
$30,000

100 CLIENTS $120 AST
4 VISITS/YEAR
$48,000

$18,000 DIFFERENCE

MARKETING SHOULD

- Pre-sell upgrades
- Reinforce maintenance
- Build trust
- Increase perceived value

PRE-SELL UPGRADES

- Name the add-on
- Showcase treatments
- Normalize upgrades
- Position them before the appointment

Examples:
Finished with a gloss for tone + shine
Most clients pair this with a hydration treatment.

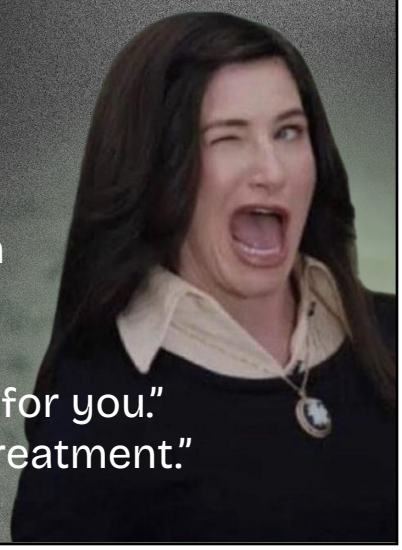
REINFORCE MAINTENANCE

- Talk timelines
- Show before it's too late content
- Normalize rebooking
- Make frequency feel expected

Examples: "My blondes come every 6–8 weeks."
"We already booked her next appointment."

BUILD TRUST

- ✔ Educate
- ✔ Explain your thought process
- ✔ Show consistency
- ✔ Bring clients into the consultation



Examples:
"Here's why I chose this product for you."
"Here's why your hair needs this treatment."

INCREASE PERCEIVED VALUE

- Show high-end results
- Sell the experience
- Avoid discount-heavy messaging
- Stop looking interchangeable

YOUR MARKETING MIGHT BE:

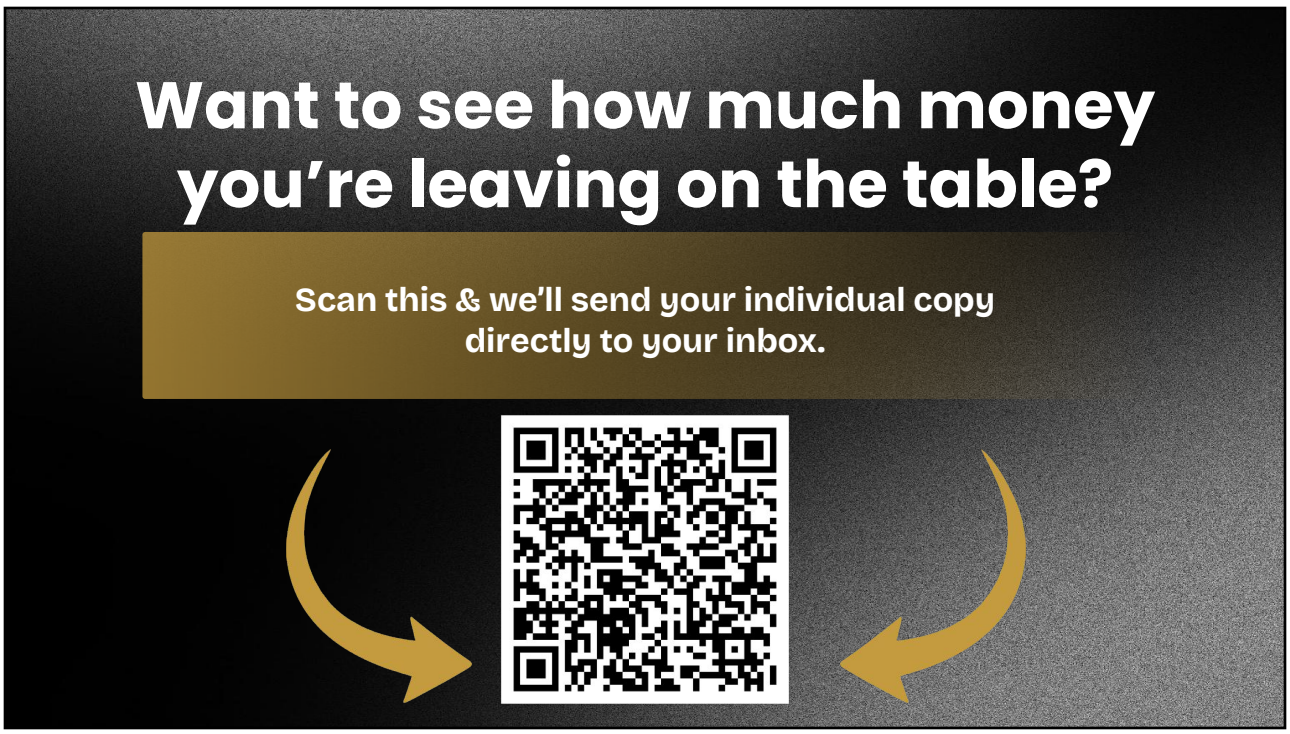
- Attracting price shoppers
- Not educating
- Not reinforcing rebooking

DO THIS INSTEAD:

- Educate → Builds trust + increases retail + AST
- Show transformations → Attracts higher-ticket clients
- Talk maintenance → Increases FOV
- Position yourself as the expert → Raises your pricing power

Want to see how much money you're leaving on the table?

Scan this & we'll send your individual copy directly to your inbox.



WHAT WE DO?

We help salon owners:

- Understand numbers
- Increase AST + FOV
- Align marketing with revenue
- Build profitable systems

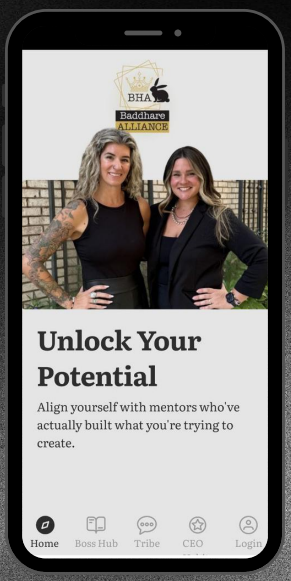
If this hit for you… *that's not by accident.*

The Baddhare Alliance App

- ✨ Training On Demand
- ✨ Financial Tools + Trackers
- ✨ Team Training Resources
- ✨ Job Descriptions + Systems
- ✨ Business Growth Support

Growing a community of Baddies

📲 Scan to Download



You don't need more clients.

You need to market yourself like a Baddass and make more from the ones you already have.

baddharealliance.com @baddharealliance 843-267-3138